

## CLAIMS

What is claimed is:

1. A system for integrating event management, the system comprising:
  - a customer relationship system for managing customer information for customers;
  - an event management system for managing event information for events; and
  - a marketing system for contacting customers, the marketing system including:
    - a promotion system for informing customers of an event; and
    - a feedback system for obtaining feedback from customers that attended the event.
2. The system of claim 1, further comprising an accounting system for managing accounting information for each event.
3. The system of claim 1, further comprising a transaction processing system for processing electronic payment for an event.
4. The system of claim 1, wherein the marketing system further includes an analysis system for analyzing the event.
5. The system of claim 1, wherein customers are contacted by at least one of: an e-mail, a newsletter, and a telephone call.

6. The system of claim 1, wherein the customer relationship system includes:
- an information system for displaying customer information and event information;
  - a customer management system for allowing a customer to manage the customer information; and
  - a provider management system for allowing an event provider to manage the customer information.
7. The system of claim 1, wherein the event management system includes:
- a configuration system for allowing an event provider to manage the event; and
  - a registration system for allowing a customer to register for the event.
8. The system of claim 7, wherein the event management system further includes a registrant system for providing data on the event to a customer that has registered for the event.
9. The system of claim 7, wherein the event management system further includes a security system for limiting access to functionality of the event management system.

10. A method of integrating event management over the Internet, the method comprising:
- defining an event of an event provider at a third party web site;
  - adding a link from an event provider web site to an event registration web page at the third party web site;
  - registering a customer for the event using the event registration web page; and
  - obtaining feedback on the event from a customer that attended the event.
11. The method of claim 10, further comprising managing accounting information for the event.
12. The method of claim 10, further comprising authorizing payment for the customer over the Internet.
13. The method of claim 10, further comprising providing additional information on the event to the registered customer.
14. The method of claim 10, further comprising limiting access to event information and management functions based on a security level of a user.
15. The method of claim 10, further comprising promoting the event to customers using email.
16. The method of claim 15, further comprising allowing the customer to set a subscription status for receiving event emails.

17. A computer program product comprising a computer useable medium having computer readable program code embodied therein for integrating event management, the program product comprising:

program code configured to manage customer information for event providers;

program code configured to manage event information for the event providers; and

program code configured to market an event of an event provider to customers of the event provider, wherein the program code configured to market an event includes:

program code configured to promote the event to customers using email; and

program code configured to obtain feedback on the event from a customer that attended the event.

18. The computer program product of claim 17, further comprising:

program code configured to manage accounting information for each event; and

program code configured to process payment by a customer for an event.

19. The computer program product of claim 17, wherein the program code configured to manage event information includes:

program code configured to define an event of an event provider at a third party web site;

program code configured to add a link from an event provider web site to an event registration web page at the third party web site;

program code configured to limit access to event information and management functions based on a security level of a user;

program code configured to register a customer for the event using the event registration web page; and

program code configured to provide additional event information to the registered customer.

20. The computer program product of claim 17, wherein the program code configured to manage customer information includes program code configured to allow each customer to manage the customer information for the customer.